**Strategic Aims 2015-2016**

1. Membership: Build and strengthen membership to sustain a healthy organization.

2. Public Profile: Raise the public profile of CFUW so that our ongoing and significant contributions to Canadian society and support for education are fully recognized.

3. Advocacy: Increase the effectiveness of CFUW’s advocacy role by assisting our membership to continue and enhance their involvement in advocacy and social action and extending our impact through partnerships.

4. Education: Work to ensure that all women and girls have equal opportunities have equal access to quality education within a peaceful and secure environment where their human rights are respected

5. Sustainability: Build organizational capacity at the Board, committee, regional and club level to maintain CFUW’s ability to reach goals.

**1. Membership**

1.1 .Publicize widely that CFUW is open to and welcomes all women and encourage Clubs to reach out to minorities and students to increase the diversity of club members

1.2 Promote the ‘Membership Plan’ and tools on website

1.3. Share best practices as support for Clubs in recruiting and retaining members (will go on Public Site) (Needs to be in the Club resource guide)

1.4. Use local newsletters and national communication tools to encourage exchange of information with and between Clubs

1.5. Promote the bilingual goal for CFUW and increase access to bilingual material

1.6. Provide opportunities for Clubs to share and be recognized for their actions on local, provincial, national, international issues.

**2. Public Profile**

 2.1 Actively promote the use of the national theme, seeking opportunities to highlight the work of CFUW

2.2 .Encourage involvement of Clubs in local activities, profiling these activities

2.3. Encourage the preparation of stories of local interest, with the use of photos where possible (explore a CFUW story idea – based on ‘Y’)

2.4. Enhance the understanding of the international role CFUW plays

2.5 .Publicize Regional and Club visits by Executive members and support these with good promotional tools of interest to the local/regional press

**3. Advocacy**

3.1. Continue to build a role for CFUW by enhancing the advancement of education, the status of women, human rights, and the common good both nationally and internationally

3.2. Encourage local action on policies from both the international and national bodies and from regional Councils

3.3. Develop and promote the Tools for Advocates section of the CFUW website to assist members with advocacy

3.4 Work cooperatively with community partners on common issues and promote partnerships

**4. Education**

4.1 prepare research and resources for clubs concerning education and life- long learning

4.2 work with partners to enhance our role in education and lifelong learning

4.3 encourage clubs to highlight their club’s fundraising activities and their fundraising of scholarships

**5. Sustainability**

5.1. Provide training opportunities for Clubs and members to develop and support leadership

5.2. Encourage Clubs to amend their constitutions and websites in a timely way to include updated information including membership categories

5.3. Utilize clear communication tools, such as the annual finance report, to ensure that members have an accurate financial analysis and are aware of trends in membership

5.4. Encourage Strategic Planning ensuring that succession planning locally, provincially and nationally is part of the exercise.

5.5. Explore opportunities for mentorship within Clubs and between Clubs, particularly in cases where Clubs are in crisis/struggling.

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3. Advocacy: Increase the effectiveness of CFUW’s advocacy role by assisting our membership to continue and enhance their involvement in advocacy and social action and extending our impact through partnerships.

4. Scholarships/Fellowships: Encourage clubs to continue/ start scholarship programs and strengthen the effectiveness of national fellowship programs.

5. Sustainability: Build organizational capacity at the Board, committee, regional and club level to maintain CFUW’s ability to reach goals.



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